• Lecture on Digital Innovations
• Practice on "Unboxing"
• Conference on Creativity
• Network for the Better Self
This short-term study abroad program will introduce you to the most forward-thinking practices of digital advertising and immerse you with the top creativity professionals in the world through attending the one and only Cannes Lions International Festival of Creativity. The program will take you to two beautiful cities on the southeast shores of France, Nice and Cannes. The first week of the program, you will have lecture classes in the morning with hands-on practices, and production time in the afternoon. The second week, you will attend the Cannes Lions International Festival of Creativity where leading advertising professionals and world-class business owners will give inspirational talks and presentations. Throughout the festival, you will also have many chances to network with possible employers from all over the world in the business of creativity. It will be a fantastic learning experience if you want to build your career in the future advertising and marketing fields. For more information about the Cannes Lions, please visit https://www.canneslions.com/.

Lecture Time & Space:
June 8th-21st, 2020
@Nice & Cannes, France

Your Professor:
Dr. Jing Yang,
jyang13@luc.edu,
Room 217, School of Communication

Course Introduction:
In a world driven by fast-changing technologies, people’s media consumption behaviors and their consumer journeys have been significantly shifted. It is no longer within a linear pattern or a direct funnel, it is in the micro-moments in their life, the connected touch-points in their media use, and mostly determined by their deepest intents which lead to their final decisions.

"Change" always comes with challenges and opportunities. There is an urgent need for fast adoption and smart innovations in today’s digital advertising world. In this class, we will together, work as an intellectual group, to invent solutions for problems, and "unboxing" the inner creativity resides in ourselves. It's a course needs 100% of your original input for a collaborative work environment. Negativity is not welcomed in this course space, yet, constructive critiques are welcomed for both your peers and your instructor.
CLASS CODE

CLASS LEARNING OUTCOMES
Students who complete this course successfully will possess:

- Knowledge of the emerging technologies and its impact on creativity
- Knowledge of the main components of advertising campaigns in digital environment
- Ability to create, present and implement innovative digital-based solutions
- Ability to make strategic digital advertising campaigns planning

COURSE REQUIREMENTS

Individual Presentation & Discussion Leader (20 points)

Before starting the program, each student should prepare a 10-15 minutes presentation about a latest discovery of an innovative advertising campaign. The presentation should include the targeted problem(s) and the innovative solution(s) with details about consumers insights and the creative execution. The student should also provide his/her solid personal analysis and evaluation of the campaign by addressing the pros & the cons, and the suggestions for further improvement of the campaign. The student should also serve as a discussion leader by providing a couple discussion questions to the group and inspire collaborative creative thinking and discussion in the class.

The presentation format should be in PPT slides (12 – 15 slides) with quality design and clear description. A video clip could be part of the presentation, but the video clip alone should not take more than 20% of the time of your presentation.

The evaluation of your presentation includes the following aspects:

- Relevance of the presented topic to the class
- Clarity and aesthetic design of the presentation
- Research quality and depth of the presentation
- Insightful and effortful personal analysis
- Presentation flow and peer engagement
Innovative Solution Campaign (40 points)
Students will work in a small team of 2-3 members. During the week 1 of the program, students need to work together both in-class and outside of classroom to come up with a smart digital solution to the given tasks. After finishing each task on a daily basis, students will need to combine it all together and propose an innovative solution campaign. The final product shall be presented in-class and will be evaluated by both the peers and the instructor. The top winner will receive additional surprise reward during the program. Detailed requirements for each task will be given in class. All group members are expected to contribute equally to the projects, in terms of time, effort, work quality and collaboration. A problematic member may be asked to leave the group and complete the projects individually. It is the group’s responsibility to inform the instructor promptly of any problem in the group. Peer evaluations will be conducted to weight students’ project scores accordingly toward the end.

Cannes Lions Individual Diaries (40 points)
During the Cannes Lions International Festival of Creativity, students will be given required sessions to attend, as well as elective sessions of one's own interest. On a daily basis, each student should create their personal diaries regarding what they’ve learned and what inspired them the most in word document. Towards the end of the program, each student are also required to make their own "Vlog" in either video format or PPT format to summarize and record their attendance of the festival. The final product shall be professionally edited and shall last no more than 10 minutes. Detailed requirement for this individual assignment will be given during the program.
WEEK 1

9:30AM - Lecture Time

11:00AM - "Cultivating Inspiration" & One-on-One Guidance

12:30PM - Lunch Break

2:00PM - 5:00PM
Hands-on & Production Time

WEEK 2

9:00AM Meet-Up for Directed Talk & Discussion

10:00AM - 5:00PM Talks & Presentations & Networking on Your Own

Last day of the Festival: FAREWELL DINNER
ASSESSMENT

Individual Presentation
20 points

Innovative Solution Campaign
40 points

Cannes Lions Individual Diaries
40 points

Grading

A 93-100
A- 90-92
B+ 87-89
B 83-86
B- 80-82

C+ 77-79
C 73-76
C- 70-72
D+ 67-69
D 64-66
F below 64
APPENDIX
School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student’s work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student’s work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one’s own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one’s own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one’s own another person’s unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one’s own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at http://luc.edu/english/writing.shtml#source.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor’s assigning the grade of “F” for the assignment or examination. The instructor may impose a more severe sanction, including a grade of “F” in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean’s office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student’s record of dishonesty as a part of the student’s application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)

Technology (Info Provided by LUC)

This course will require the use of technology. While students are not expected to own any specific technology for this course, they will be required to use technology to access course content, and to complete and submit assignments and to communicate with the instructor and other students outside of designated class times.

The University has provided each student with a Loyola network ID to access institutional resources. It is expected that electronic communication with students will be via the Loyola ID and Loyola’s email system, which can be accessed at: https://outlook.luc.edu/. Your Loyola ID and password is your main resource for accessing Loyola systems. The Password Self-Service systems allows students, faculty, and staff on the University network to reset their own network password quickly and independently. Go to: http://www.luc.edu/its/services/password-self-service.shtml to learn more and to manage your password.

Course materials will be provided via the Sakai learning management system, which can be accessed at https://sakai.luc.edu/. It is expected that students will access and submit assignments and other coursework via the Sakai system using their Loyola ID and password.

This course may include online activities such as live (synchronous) or outside of designated class time (asynchronous) activities. For online synchronous activities the instructor may require the use of computers with webcams and microphones. For these types of activities, it is expected that students have access to and setup the necessary equipment prior to the online class. To learn more about technology support for online course activities go to: http://www.luc.edu/online/resources/technology/.

Digital Media Services (DMS) manages and maintains a number of multimedia and digital media computer labs and services across the Lake Shore and Water Tower campuses. Students can visit the labs to checkout various technologies, receive consultation, and access various types of training for coursework. More information on hours of operation can be found at: http://www.luc.edu/digitalmedia.

While the instructor will provide access to certain technologies and course materials within the Sakai learning management system, students may require additional technology support. The Information Technology Services (ITS) Help Desk provides general technology support. Please note that while the ITS Help Desk provides extended hours of support, it is not a 24-hour service. To learn more about Help Desk services and the hours of operation please go to: http://www.luc.edu/its/helpdesk/.